KISS
ALIVE 35

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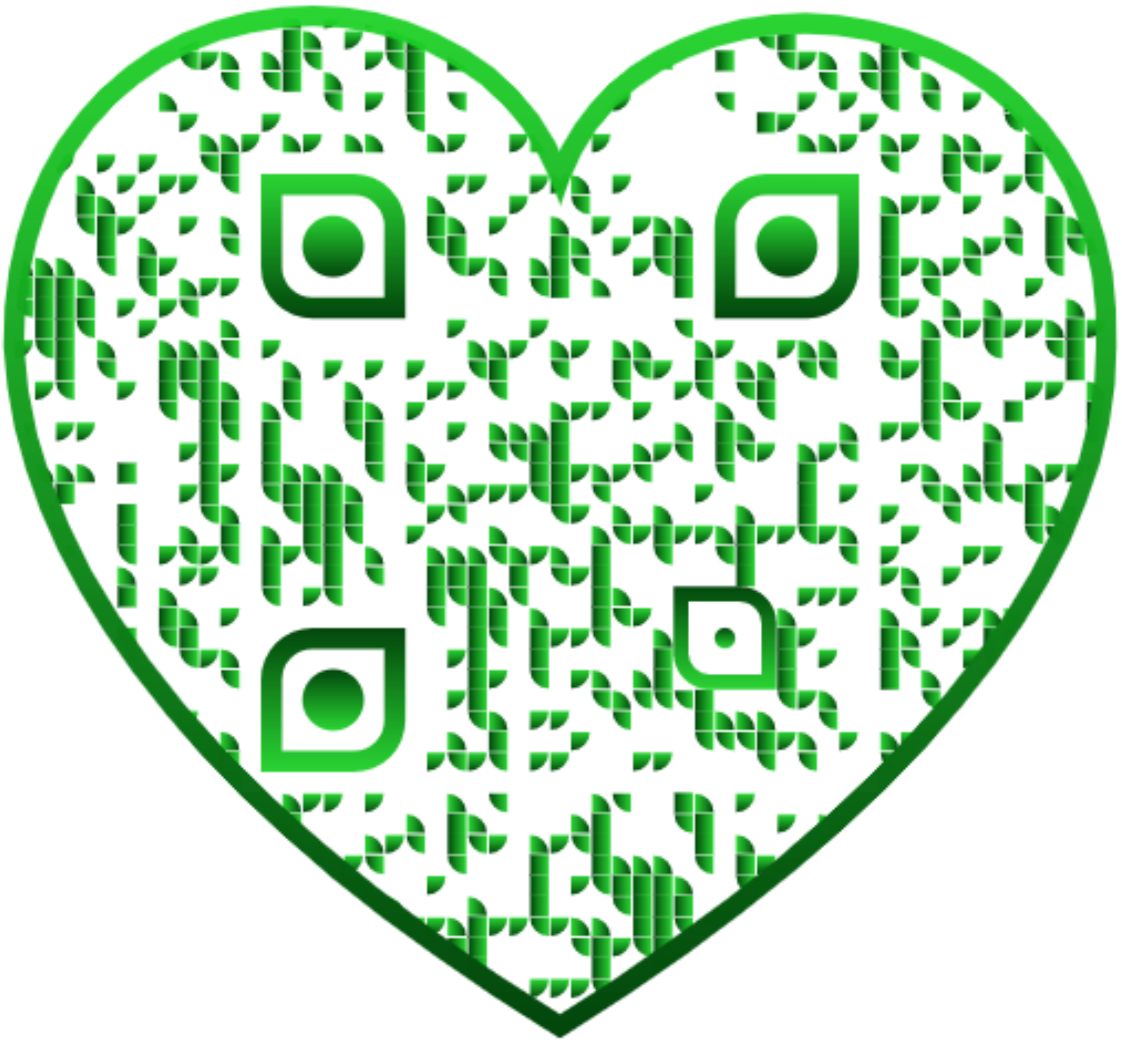
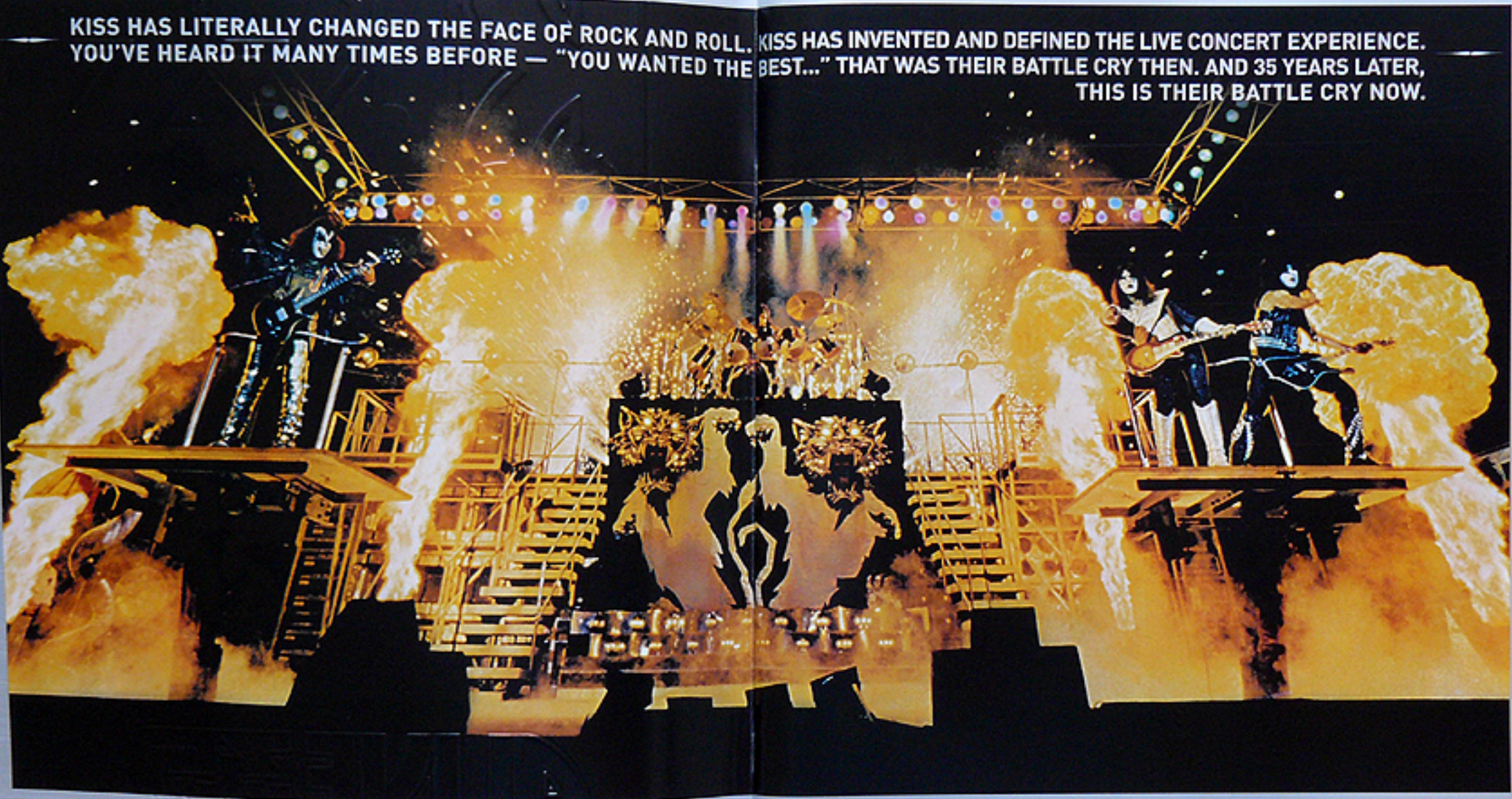
35



KISS HAS LITERALLY CHANGED THE FACE OF ROCK AND ROLL. YOU'VE HEARD IT MANY TIMES BEFORE — "YOU WANTED THE BEST..." THAT WAS THEIR BATTLE CRY THEN. AND 35 YEARS LATER, THIS IS THEIR BATTLE CRY NOW.

KISS HAS INVENTED AND DEFINED THE LIVE CONCERT EXPERIENCE.



KISS is much more than a successful rock and roll band. Today they're part of the fabric of American pop culture, standing alongside such enduring icons as Elvis, Coca-Cola and Steven Spielberg. Spanning the globe, from Tokyo, Japan to Moscow's Red Square, to the streets of New York City and beyond, KISS are universally recognized as larger-than-life music icons.

Celebrating 35 years of rock and roll service, KISS boldly blazed their own trail to superstardom. Eclipsing ever-changing musical styles, fashion and fads, KISS stands as a model of reinvention and evolution. From their first gig to less than ten people in a ratty club in Queens, New York to performing at the 2002 Winter Olympics before an international TV audience of more than three billion people, KISS's career has been marked by an amazing collection of seminal moments in KISStory.

KISS is truly a great American success story built on blood, sweat and rock and roll glory. Somehow against all odds and enough critical roadblocks to fell lesser men, they've pulled off the impossible to become internationally renowned rock superstars. For generations of fans, KISS is a living, fire-breathing testament to believing in yourself and charting your own destiny in life. 35 years later, the dream continues...

KISS PLAYS FIRST LIVE SHOW IN LONG ISLAND, NY (1973)

On January 30, 1973, KISS stormed the stage at Coventry, a cramped club in Long Island, Queens taking the first steps on their path to infamy. Stubbornly confident, the band never doubted they'd make it, treating their early gigs as if they were headlining a sold out show at New York's Madison Square Garden, a miraculous feat they'd achieve in a whirlwind four years. Performing two sweaty sets that night to an empty venue consisting of just a few friends, the band's first show at Coventry served as the platform for KISS's quest for superstardom.

KISS RELEASES FIRST ALBUM AND TOUR - BLOWS HEADLINERS OFF STAGE (1974)

The release of KISS's debut record signaled the emergence of a hot new band driven to succeed at any cost. Jam packed with a thrilling selection of future KISS classics like "Strutter," "Deuce," "Nothin' to Lose" and "Cold Gin," the album's striking front cover introduced the world to a rock and roll band whose wild visual look was unlike any other rock outfit. Hitting record stores on February 8, 1974, KISS took to the road with a vengeance, leveling all competition with their outlandish stage show and ferocious brand of hard-hitting rock and roll. Soon, their fierce reputation as rock and roll gladiators would spread and few headliners would risk sharing the stage with them.

KISS ARMY OFFICIALLY FORMS IN TERRE HAUTE, IN (1975)

The KISS Army is an international contingent of the faithful and like minded rock soldiers united in their love of KISS. It all started in Terre Haute, Indiana when a crazed KISS fan named Bill Starkey embarked on a mission to make KISS a household word. His plan was simple: threaten a local radio station until they agreed to play the band's music on the radio. It worked. Starkey's unwavering belief in the life affirming power of KISS soon led to the creation of an actual KISS Army.

KISS *ALIVE!* IS CERTIFIED GOLD BY THE RIAA, AND QUICKLY EARNS TRIPLE PLATINUM STATUS (1975)

Alive! is the career defining sonic monument documenting KISS's untouchable live stage performance. By 1975, KISS were truly "hotter than hell" and starting to sell out arenas across the country. With producer Eddie Kramer at the helm, KISS recorded shows in Detroit, Cleveland, Davenport, Iowa and Wildwood, New Jersey. An instant multi-platinum blockbuster, *Alive!* would clearly demonstrate the band's commanding presence on the concert stage and establish KISS as one of rock's most popular bands.

KISS ANNOUNCE FIRST KISS MARVEL COMIC AND DONATE OWN BLOOD IN COMIC BOOK INK (1977)

A milestone in KISStory, the first KISS comic, Marvel Super Special # 1 would go on to become the best selling comic book in the company's history. In an outrageous promotional stunt the band poured vials of their own blood into a giant vat of comic book ink at the printing plant. With the June 30, 1977 release of Marvel Super Special # 1, KISS proved they weren't just rock stars anymore but comic book superheroes.

KISS ARRIVES IN JAPAN FOR FIVE SOLD-OUT NIGHTS AT THE BUDOKAN, TOKYO (1977)

As the giant Pan Am Clipper KISS 747 jet landed in Japan, the group were greeted by thousands of screaming fans creating hysteria bigger than "Beatlemania." Selling out five nights at Tokyo's historic Budokan, KISS took Japan by storm with their own cataclysmic brand of theatrics and high powered rock and roll. Performing on the same stage as the Beatles played ten years previously, KISS were now a bonafide international sensation, besting Led Zeppelin, the Beatles and the Eagles in the prestigious Gallup Poll.

KISS SOLO ALBUMS ARE RELEASED SIMULTANEOUSLY, SHIPPING ONE MILLION COPIES OF EACH ALBUM (1978)

For the first time ever, on September 18, 1978, KISS broke all the rules by releasing four separate solo albums on the very same day. The albums sported beautifully rendered portraits by Italian artist, Eraldo Carugati, which incorporated distinctive color schemes for each band member. Reflecting the stylistically diverse talents of the group, the KISS solo albums catapulted the band to a new zenith of superstardom.

KISS APPEAR WITHOUT MAKEUP FOR THE FIRST TIME EVER - ON MTV PRIME TIME SPECIAL (1983)

On September 18, 1983, KISS did the unthinkable, shocking their fans by revealing the men behind the mask in an MTV special. As the 70's era had run its course, a newly unmasked KISS reinvented their musical direction and visual look, which propelled the group to new heights of success in the burgeoning MTV era.

KISS INDUCTED INTO GUITAR CENTER'S ROCK WALK OF FAME, HOLLYWOOD (1993)

Scores of devoted KISS Army foot soldiers were on hand in full force to witness the band's induction into Hollywood's Rock Walk of Fame, where they joined countless legends of the music world. KISS were riding high on the success of the Bob Ezrin produced *Revenge* album, which was championed as the band's most accomplished work in years. The album features the last appearance of beloved drummer, Eric Carr on "God Gave Rock 'N Roll to You II" and the instrumental, "Carr Jam 1981."

KISS'S FOUR ORIGINAL MEMBERS REUNITE ON MTV'S UNPLUGGED IN NEW YORK CITY (1995)

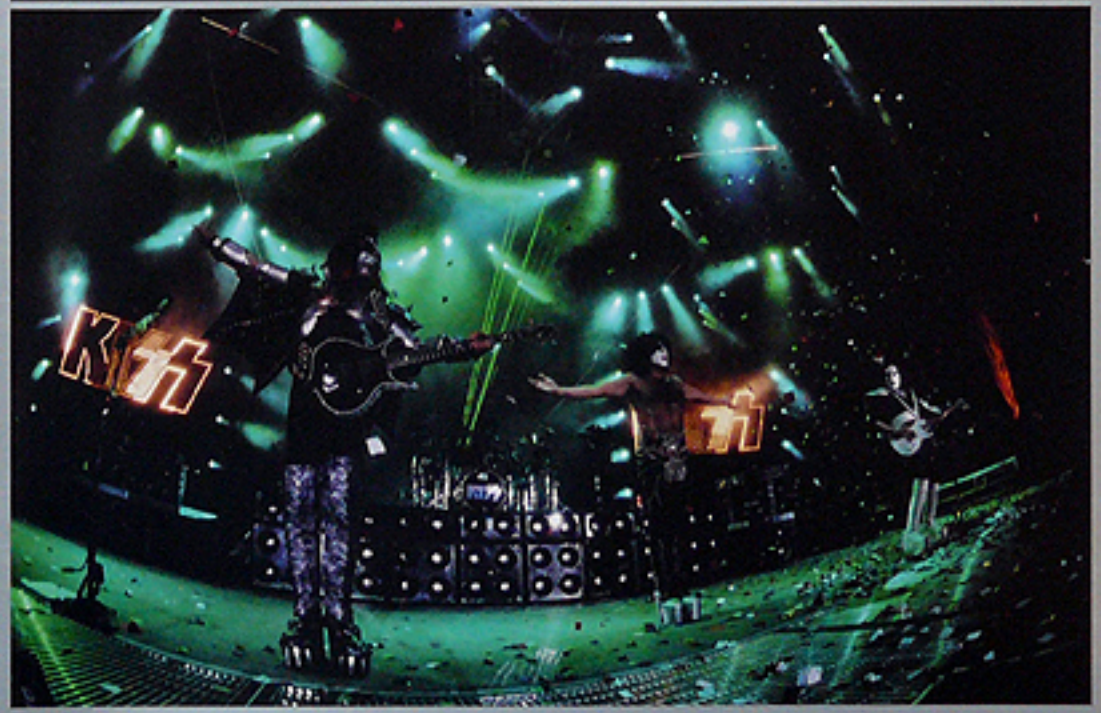
On August 9th, 1995, KISS taped their own installment of MTV's highly rated *Unplugged* TV show. Fresh off their Worldwide Convention tour, KISS's appearance found the band ditching their arsenal of electric guitars for acoustic instruments; and shining the spotlight on over two decades of classic KISS music. The surprise appearance of Ace Frehley and Peter Criss for the encores ultimately led to KISS's 1996/1997 Alive/Worldwide reunion tour of the original lineup. A KISS *Unplugged* CD and DVD were subsequently released to commemorate the KISStoric event.

KISS ALIVE/WORLDWIDE REUNION TOUR KICKS OFF AT SOLD-OUT TIGER STADIUM, DETROIT (1996)

Selling out Detroit's cavernous Tiger Stadium in a record 40 minutes, KISS descended upon their spiritual homeland to open the first date of their Alive/Worldwide reunion tour in front of almost 40,000 screaming KISS fanatics. Having waited 17 long years for this KISStoric event, the KISS Army made a pilgrimage from all corners of the globe to witness the long awaited reunion of the original lineup. The KISS Alive/Worldwide international trek would find the band performing a staggering 192 shows in 13 months to crowds totaling over two and a half million people.

KISS PERFORMS SPECIAL 3D HALLOWEEN SHOW AT DODGER STADIUM, LOS ANGELES, CA (1998)

The surreal sight of forty thousand plus crazed KISS concert goers wearing 3-D glasses greeted the band as they triumphantly took the stage on Halloween 1998 to perform a landmark show at L.A.'s Dodger Stadium. To create a revolutionary concert experience, KISS took advantage of the newest advances in technology and employed eye-popping 3-D visuals to enhance the spectacle. A special half-hour national TV show, KISS Live: The Ultimate Halloween Party, was broadcast live across the States to commemorate the event.



KISS IS PRESENTED WITH STAR ON HOLLYWOOD WALK OF FAME (1999)

KISS carved out a permanent place in show business immortality when they received a star on the Hollywood Walk of Fame joining an historic lineup of entertainment giants. KISS's triumphant reunion of the original line-up was the biggest story in rock and roll. By the time the band finished their Psycho Circus trek it was clear that KISS were more popular than ever.

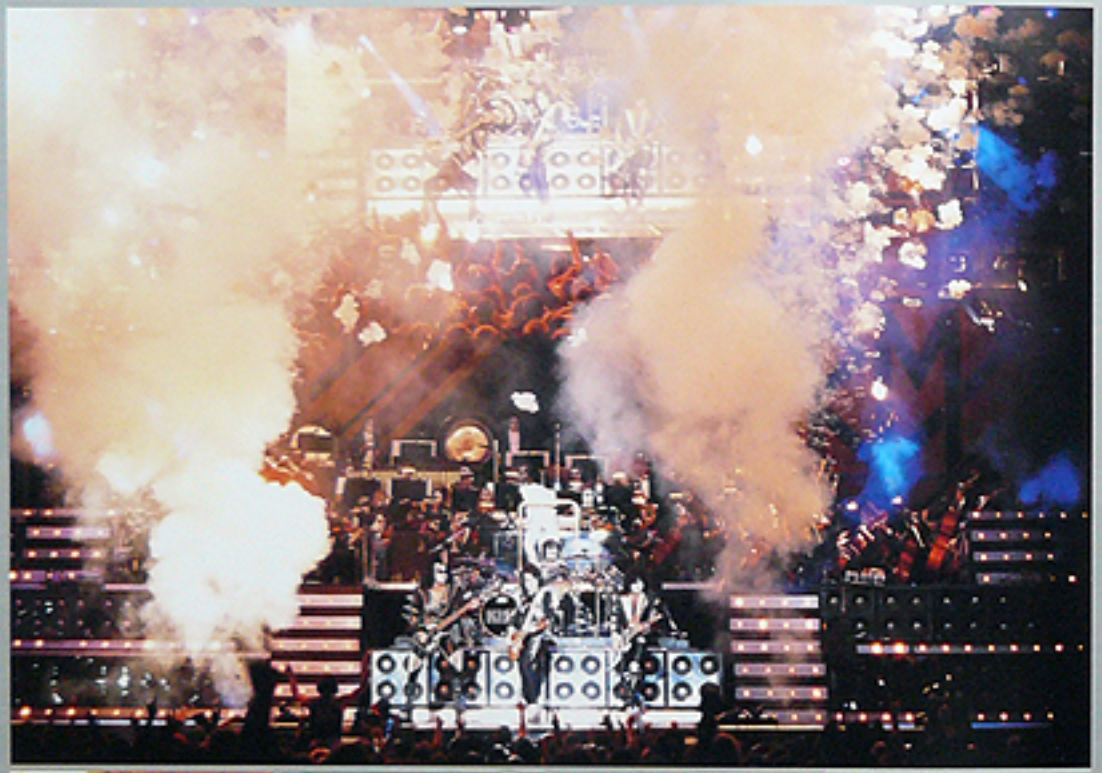
KISS ROCKS SUPER BOWL XXXIII TO 800 MILLION TV VIEWERS (1999)

An international audience of over 800 million TV viewers watched KISS rock Super Bowl XXXIII. Detonating enough fireworks and pyrotechnics to level a Third World country, KISS aptly chose to perform their rock and roll national anthem, "Rock and Roll All Nite" for the packed SRO stadium crowd.

KISS PERFORMS LIVE TO A TV AUDIENCE OF OVER THREE BILLION AT THE XIX WINTER OLYMPICS (2002)

Playing to the biggest internationally televised audience of their career, more than three billion people watched as KISS performed at the 2002 XIX Winter Olympics in Salt Lake City, Utah. Gamely performing in frigid temperatures, KISS delivered a blistering rendition of "Rock and Roll All Nite" worthy of four gold medals.

KISS AND THE MELBOURNE SYMPHONY PERFORM TOGETHER LIVE AT TELSTRA DOME, AUSTRALIA (2003)



The most ambitious concert undertaking in the group's storied career, KISS and the Melbourne Symphony Orchestra—all wearing KISS makeup—combined forces for an historic performance at Melbourne's Telstra Dome stadium. Rocking and rolling over Beethoven, on February 28, 2003, centuries old classical instruments merged with loud electric guitars as KISS and the Melbourne Symphony worked in tandem to re-interpret the band's musical catalog. The resulting show would be documented for posterity on both the 2-CD set, *KISS Symphony Alive IV* and DVD.

KISS

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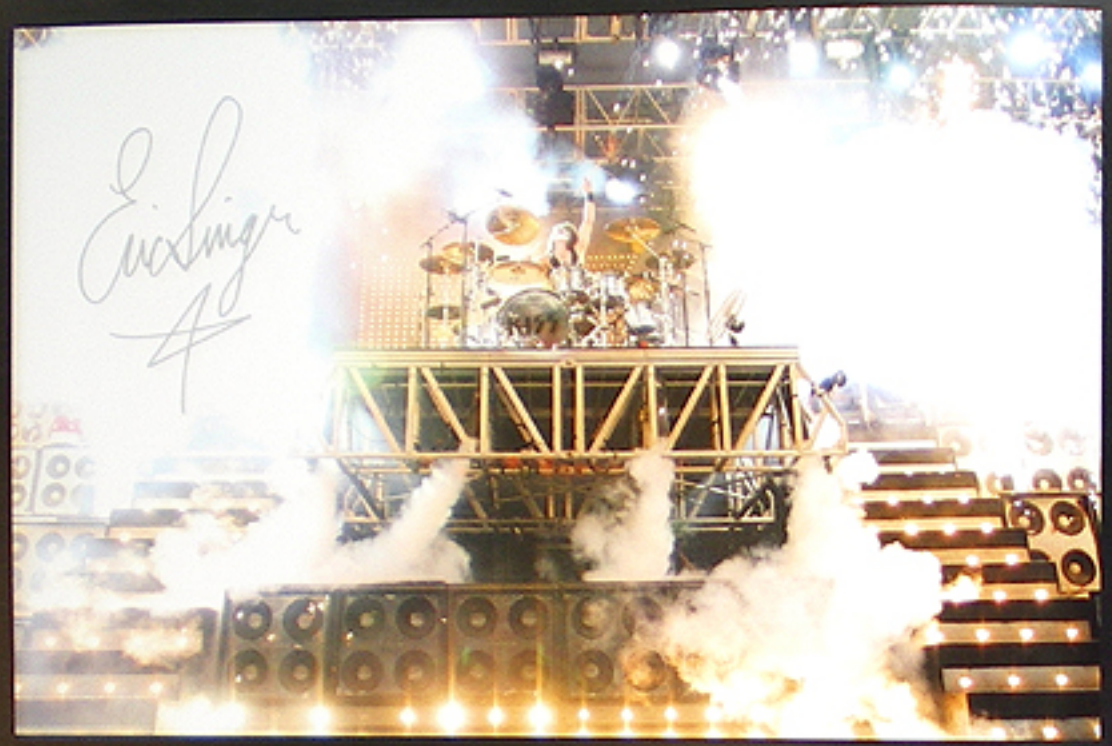
Tommy Thayer



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Bill Starkey and Billy May

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visit the only official website...
www.KISSONLINE.com
Webmaster: Keith Leroux

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at **KISSONLINE.com**

Paul Stanley plays Washburn guitars exclusively because he spells to!

Gene Simmons uses the AXE™ and PUNISHER™ basses.

Tommy Thayer uses Gibson Guitars and Hughes & Kettner Amplifiers and Cabinets.

Eric Singer uses Pearl Drums, Zildjian Cymbals & Sticks, Remo Drumheads and Shure exclusively and wears TAG Heuer watches and Crescent jewelry

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